

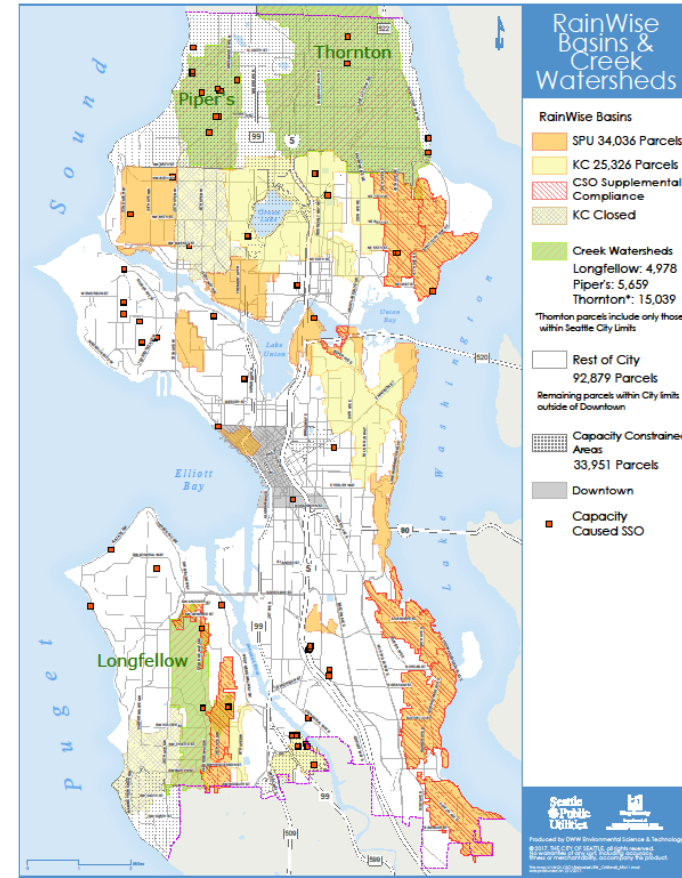
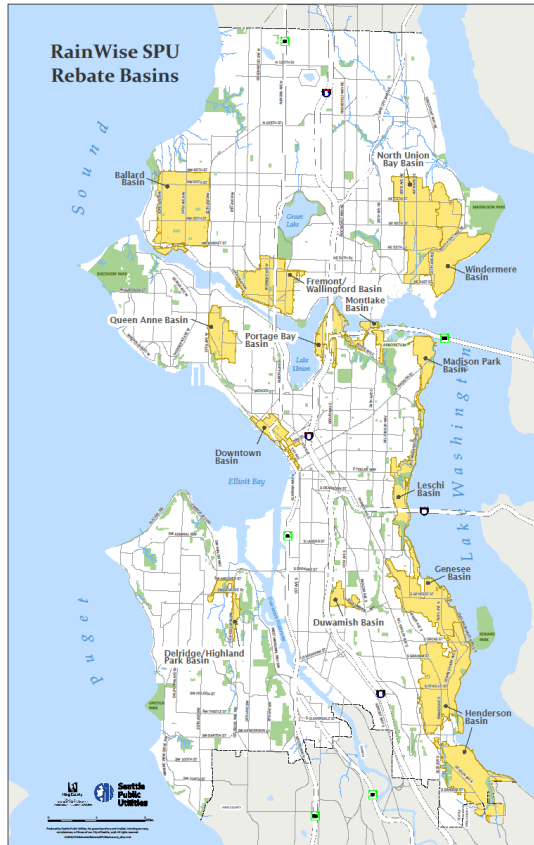
Outreach



Seattle
 Public
Utilities



Where: Targeted Basins



Outline

The Problem

RainWise Solution:

Rain Gardens and Cisterns

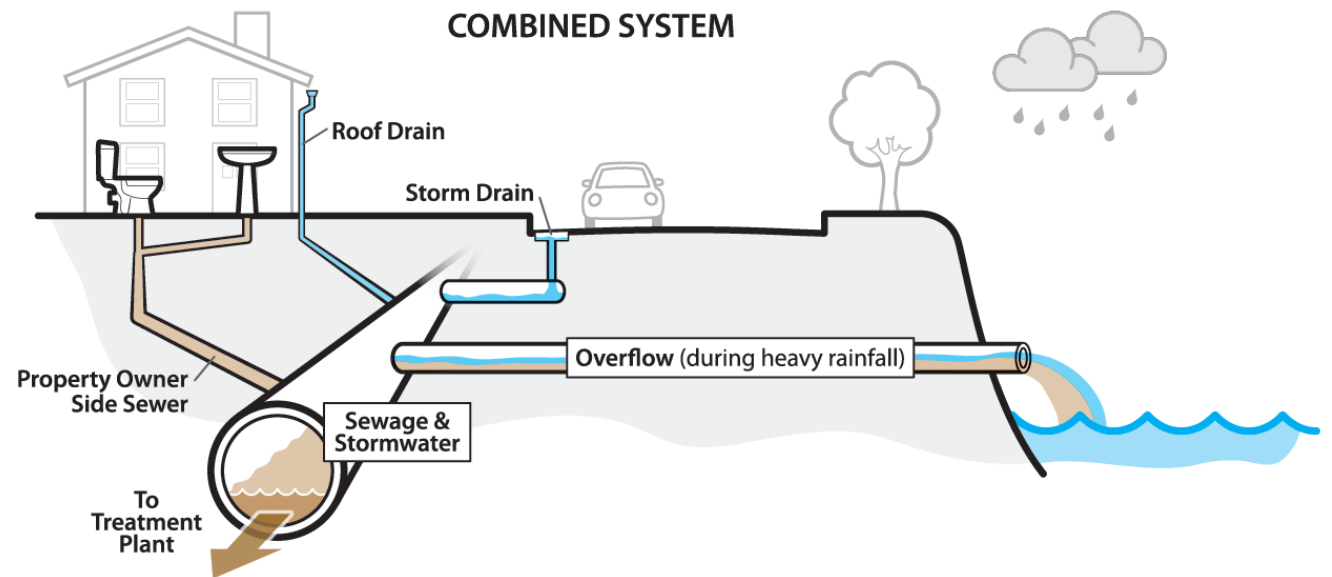
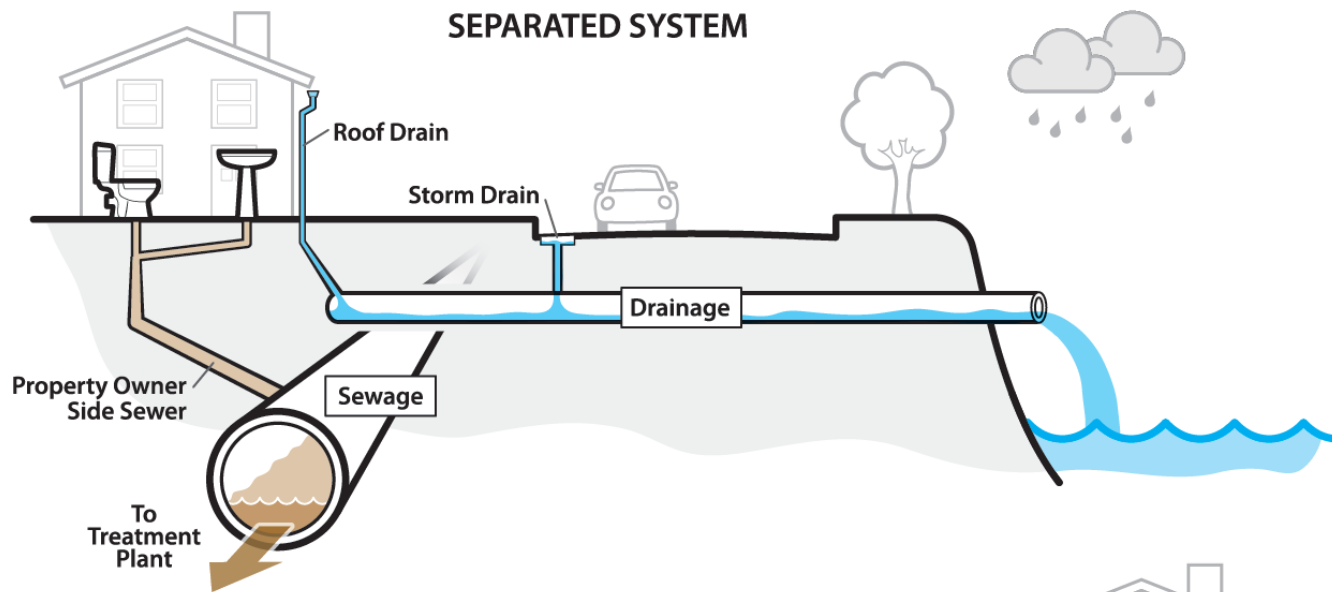
RainWise Process and Rebates

RainWise Outreach

To Customers

To Contractors



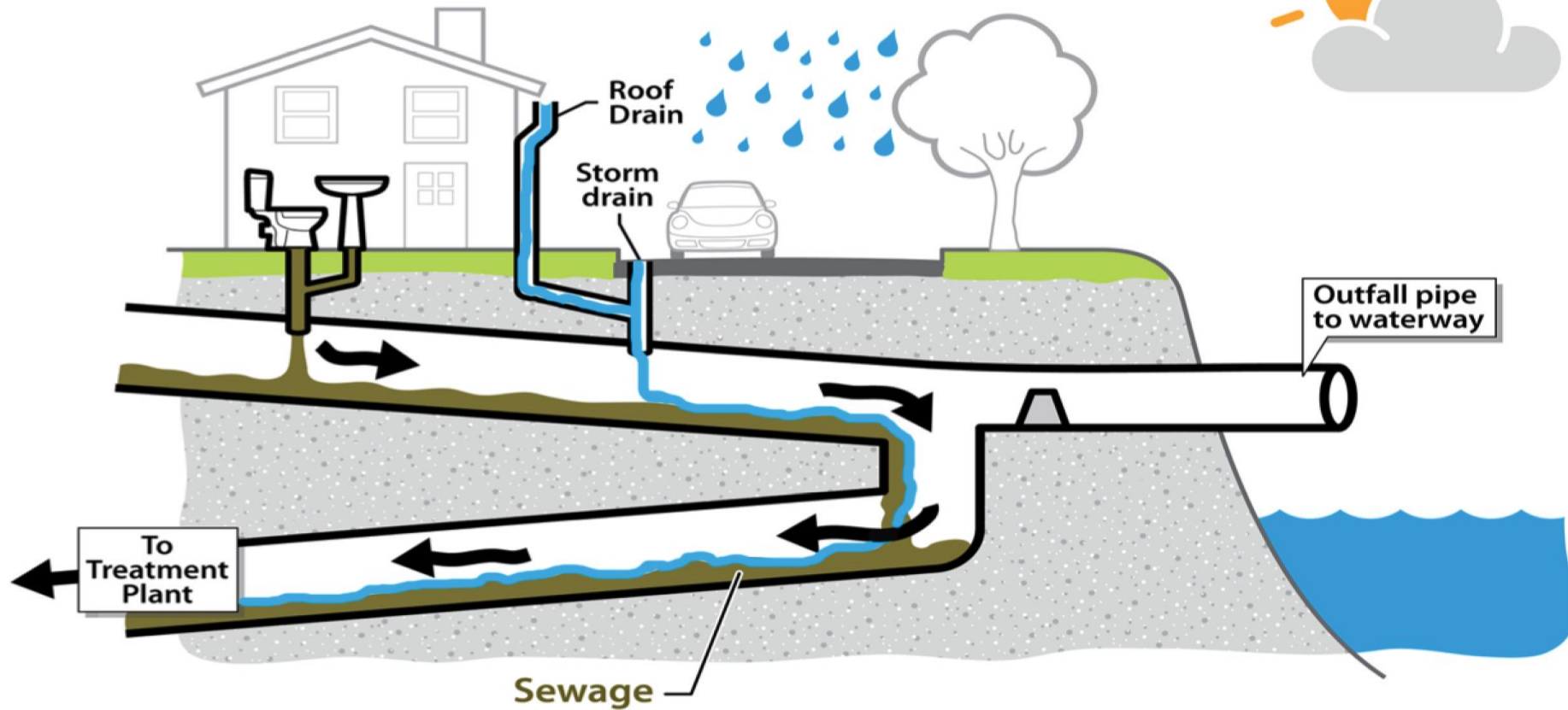


Combined Sewer Systems in Good Weather

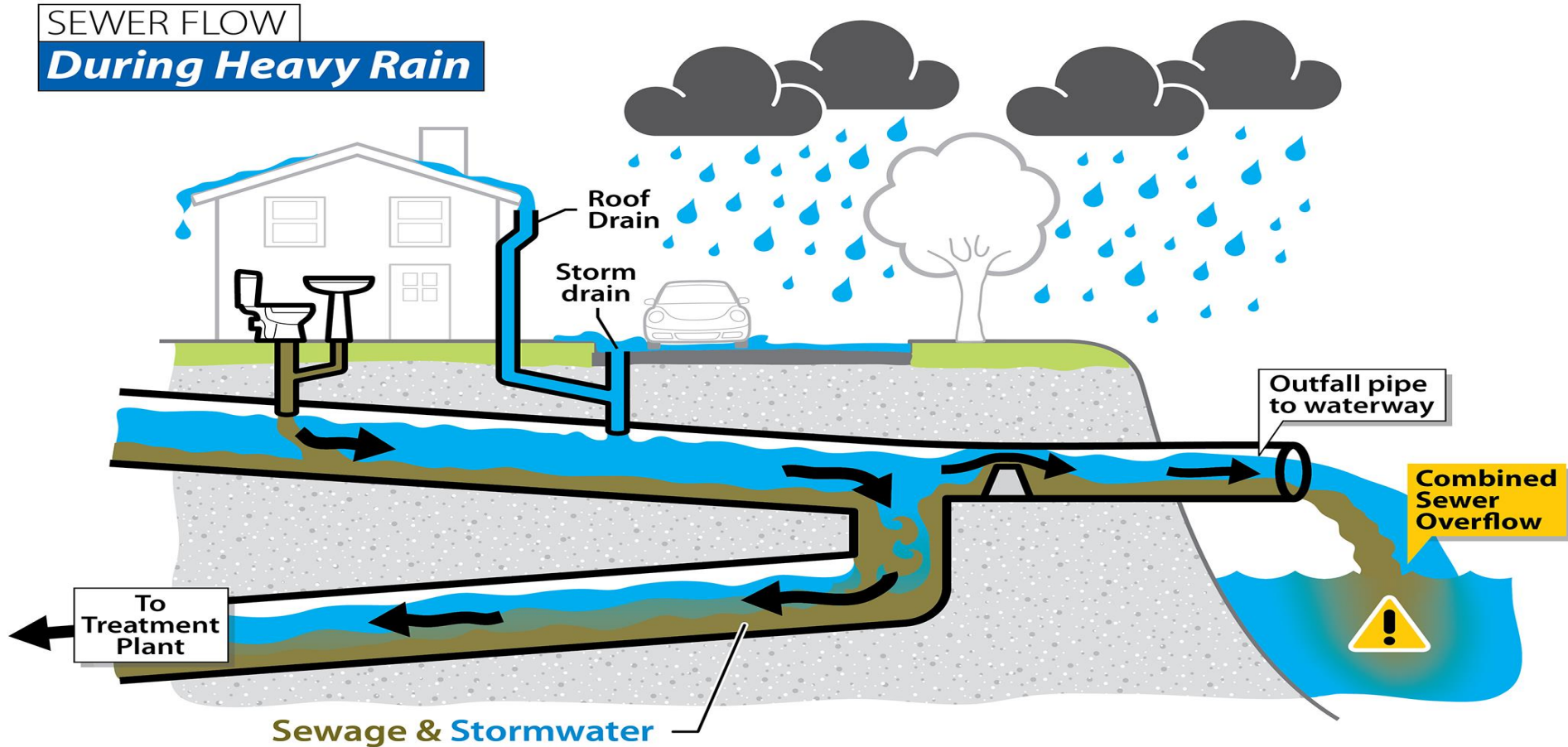
All runoff goes to treatment plant

SEWER FLOW

During Dry Weather or Light Rains



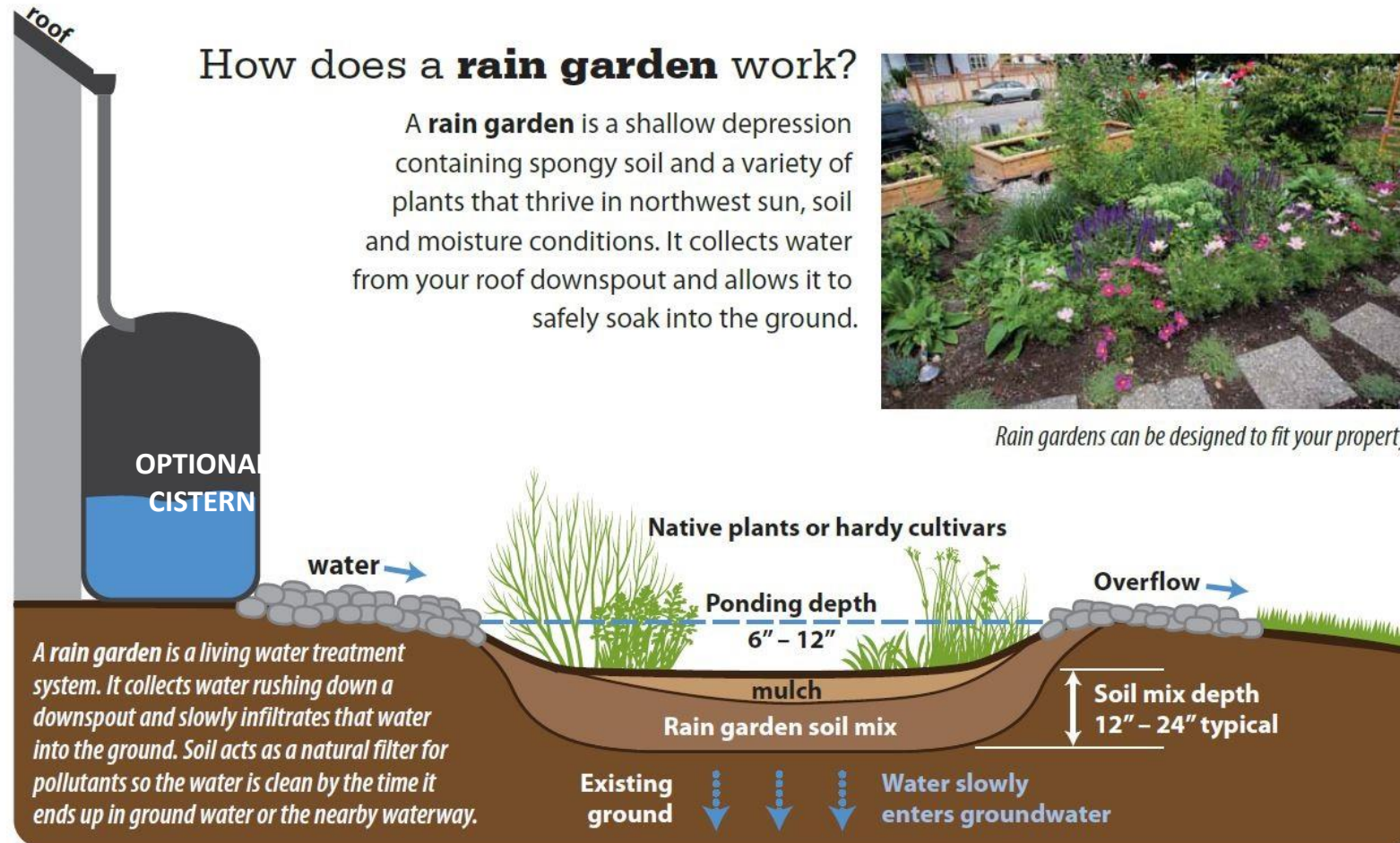
Combined Sewer Systems in Heavy Rains:



Solving the Problem



How Rain Gardens Slow Stormwater



A Rain Garden in Action



Cisterns



Screened inlet

Overflow

Drain to
Garden Hose

Check My Eligibility for a RainWise Rebate

Please do not use any punctuation when entering your address (no commas, periods, dashes, etc.)

[Check Address](#)

CONGRATULATIONS!

You are eligible for a RainWise Rebate!
What would you like to do next?

- I'm ready to consult with a contractor to install a rain garden or cistern
- I need to read over the RainWise paperwork
- I want to learn more about RainWise at a community event
- I want to visit a Web page to learn the basics about rain gardens and cisterns
- I want to speak with someone who can tell me more about Rainwise. (206-633-0224)

Address Location

Rainwise Eligible: Cistern to Side
Sewer Eligible
Address: 3420 S JACKSON ST

City of Seattle, County of King, Bureau of Land Management, Esri, HERE, DeLorme, INCREMENT P, Intermap, USGS, METI/NASA, EPA, USDA

POWERED BY **esri**

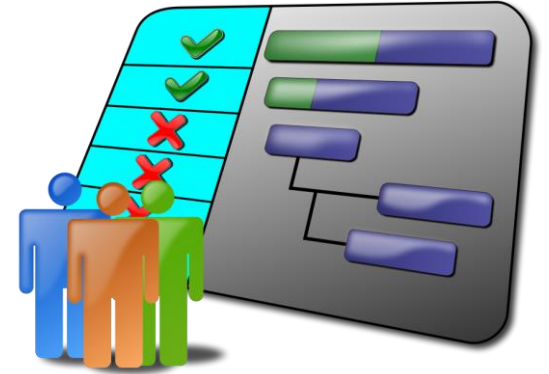
RFQ Purpose

To select a Consultant Team with proven skills in:

- *marketing,*
- *outreach,*
- *education,*
- *tracking,*
- *program development, and*
- *strong technical experience in diverse urban communities.*

Performance Schedule

This RFQ is for one or two five-year contracts to run through the end of 2023.

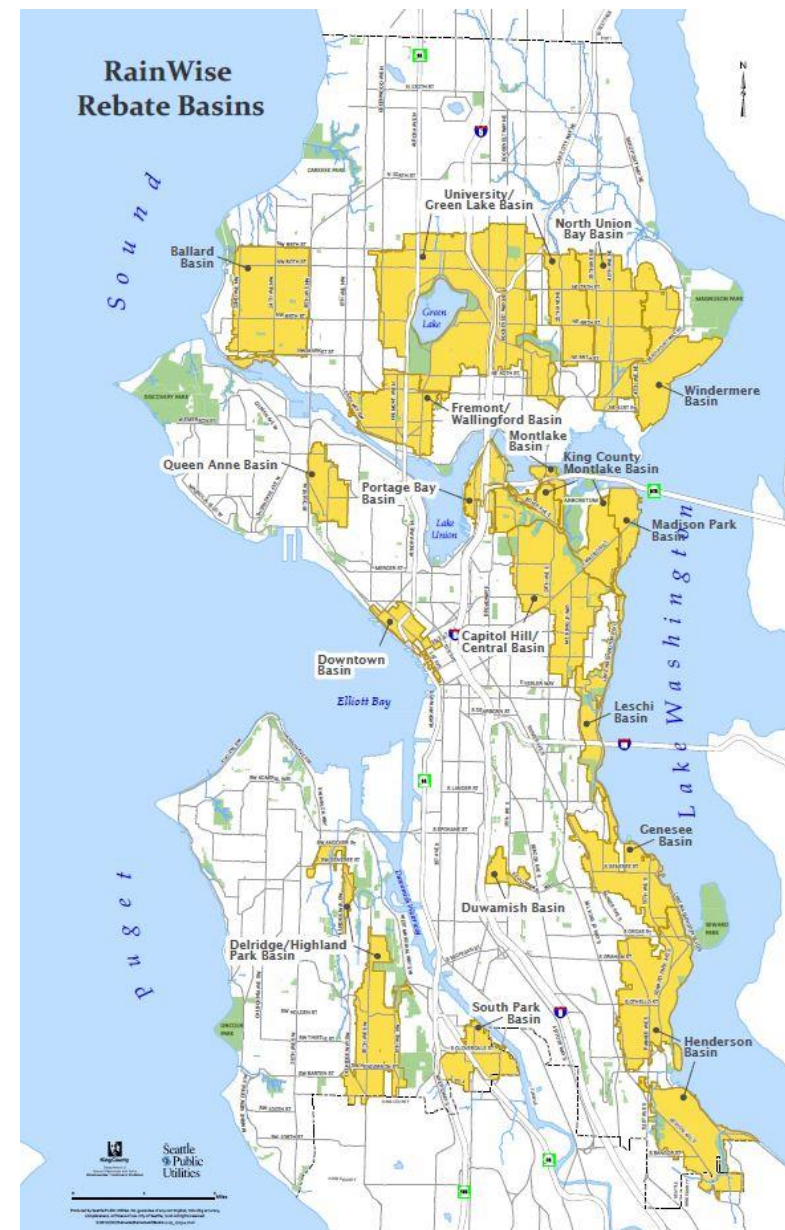


Work will include, but not limited to the following:

- Project Communication and Project Management
- RainWise Outreach Strategies
- RainWise Contractor Support

Scope of Work

- Project Management and Communication
- Implement Existing Outreach Strategies
- Develop and Implement New RainWise Outreach Strategies to Increase Participation
- Support Customer Maintenance of Installations
- Support Contractor Recruitment, Development and Education



Project Management and Communication

- Provide an outreach program manager to oversee all prime and sub-consultant work, data management, reporting, invoicing, and maintain contact with the SPU project manager.
- DELIVERABLES AND SCHEDULE
 - Written summary of each meeting
 - Three annual briefing meetings
 - Monthly- Regular Outreach Team meetings
 - Quarterly SPU-only Outreach Team meetings
 - Monthly invoicing per SPU standards
 - Monthly progress reports accompanying each invoice
 - Mid-year Progress Report
 - Annual activity report
 - Communications with SPU Project Manager as needed

Existing Outreach Strategies

- Schedule and staff "Introduction to the RainWise Rebate" workshops and/or other GSI focused workshops (14 to 25) annually with consideration given to historically under-served communities
- Refill Yard Info Boxes monthly with approved assorted brochures & continue to increase distribution throughout selected neighborhoods
- Staff an educational booth/table at Farmers Market and various local events throughout the year
- Recruit and engage RainWise ambassadors (owners of properties with successfully rebated RainWise installations) to be agents for RainWise

New Rainwise Outreach Strategies: Remove Barriers and Increase Participation

- Innovative customer recruitment strategies
- Success stories and case studies for RainWise media efforts and virtual tours
- Pilot and implement door to door canvassing and targeted outreach with strong, demonstrated connections to all communities as appropriate
- Large roof identification, evaluation and contact initiation
- Other pilot strategies and evaluation
- Provide coordination our partner King County where appropriate, including mailings, advertising, trainings, hosting fairs and providing resources and ongoing communications.

SUPPORT CUSTOMER MAINTENANCE OF RAINWISE INSTALLATIONS

Support new and existing RainWise customers in maintaining their installations.

- 4 annual basic maintenance and trouble-shooting workshops
- Create RainWise Maintenance Contractor Contact List.
- SPU and King County will coordinate customer outreach strategies
 - Maintenance guide and website
 - Spring/Fall maintenance letter and other communications, as needed

SPU will be performing inspections of existing installations

Small Group Discussion: Your Ideas



Barriers to Program Expansion

- Customers

- Program Awareness
- Financial Barriers (tax issue, etc.)
- Mature Landscaping
- Bureaucratic mistrust

- Contractors

- Program Awareness
- Financial Barriers (Craft 3)
- Over-loaded
- Language/Cultural
- Bureaucratic mistrust-Paperwork and Inspection
- Business model
- Business savvy

SUPPORT CONTRACTOR RECRUITMENT, DEVELOPMENT AND EDUCATION

- Contractor recruitment and training
- Continuing contractor support such as workshops, fairs, and tabling events
- Assist in the ongoing upkeep and maintenance of the existing Contractor Contact List
- Develop new lists of contractors with associated licenses in targeted business sectors
- Develop and produce contractor outreach materials to garner interest from potential contractors
- Develop and produce educational outreach materials for contractor trainings based on existing materials
- Assist in developing and delivering two (2) annual contractor trainings for new contractors
- Develop and deliver four (4) annual contractor educational workshops with associated materials
- Assist in the development, coordination and implementation of the annual Contractor Satisfaction Survey to collect feedback on RainWise successes and challenges (end of calendar year)

WMBE Inclusion

- Why WMBE
- B2GNow
- Prompt Pay



City of Seattle

WMBE Inclusion Plan – Consultant Contracts (SMC CH.20.42)

Contract Number and Title	<input type="text"/>
Consultant Name	<input type="text"/>
Consultant Contact Info.	(Name, Phone, e-mail) <input type="text"/> <input type="text"/> <input type="text"/>
Original Submittal Date	<input type="text"/>
Revision Version Number	<input type="text"/>
Revision Version Date	<input type="text"/>

You may add pages or separate pages into a more readable format.

The Seattle Municipal Code (SMC) and the Mayor's Executive Order direct inclusion of women and minority firms in City contracting. This form must be completed in full as part of your solicitation response. Failure to submit the form may result in rejection of your solicitation as non-responsive and your firm rejected from consideration. The information must be consistent with team assignments elsewhere in your solicitation response. During negotiations before contract execution, the City may negotiate scope and teaming; a revised WMBE Inclusion Plan is likely appropriate and becomes the contractually binding version. Carefully read all instructions embedded and on the back of this form. In any event, this form is required for all consultant contracts above \$305,000. If you are responding to a Request for Proposal or a Request for Qualifications above \$305,000 in value, this form will be required with your submittal. If you are working directly with the department and it is not through a formal solicitation process, you will still have a deadline for submittal before the contract is awarded.

1. Aspirational WMBE Goals

In the box below, state the aspirational WMBE goals you intend to achieve for this contract including all phases and amendments. While the goals are aspirational, good faith efforts to develop and achieve goals are mandatory. Goals developed in good faith are considered attainable with good faith efforts. A contract amendment may require revisiting this WMBE Inclusion Plan to consider changes that may affect WMBE utilization (see Instructions). WMBE primes can include self-performance in goals below. Do not provide a range. If you identify Core Work commitments on page 2, this percentage must be no less than the Core Work commitments.

Estimated percentage of the total contract value to Women Owned firms (Firms that are Women Owned and Minority Owned are denoted in the MBE category line below)	<input type="text"/> %
Estimated percentage of the total contract value to Minority Owned firms	<input type="text"/> %
Overall Contract Aspirational WMBE Goal	<input type="text"/> %



Core Work vs. Non-Core Work



SPU - Anthony Harris

Core Work. Identify WMBE firms you selected who agreed to perform core disciplines or functions on your team. WMBE firms listed here must be integrated into your team and on your organizational chart (if one is submitted in your solicitation response). The percentage you name below is the minimum share of total contract value. All WMBE firms named are to be aware of their role and anticipated compensation. Reasons for a Prime to replace the WMBE firms performing Core Work as key personnel under the contract and their intended share of such work is restricted by a list of acceptable reasons and City approval (see instructions). The City will preserve WMBE utilization in Core Work for these WMBE firms to the extent practicable.

Name of WMBE Firm	Identify as Women (W) or Minority (M)	Minimum value to this WMBE firm out of the total spend	Describe tasks and which project phase each task is within	If WMBE firm utilization depends upon a particular resume, list those individuals below	Signature of WMBE Firm
		%			
		%			
		%			
		%			
Aspirational Goal (page 1)	%	% TOTAL			

Non-Core Work (Value-Added Functions). Identify work that is value-added and/or not part of the core scope required by the City solicitation.

Name of WMBE firm	Identify as Women (W) or Minority (M)	Describe task and which project phase each task is within.	If WMBE firm utilization depends upon a particular resume, list those individuals below	Signature of WMBE Firm

Question and Answer

